

## Message Text

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ACTION EUR-12

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INFO USDOC WASHDC

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E.O. 11652: N/A

TAGS: BEXP,ETRD,UR

SUBJECT: NEW MOSCOW EXHIBITION COMPLES

USDOC FOR BEWT/DOWNEY AND BEWT/USSR(HEISS)

REF: STATE 130214

1. INFORMATION WHICH RESPONDS IN PART TO INQUIRY REFTEL IS CONTAINED IN MOSCOW'S A-204 OF MAY 23,1975, WHICH WAS SLUGGED FOR USDOC/BEWT/USSR(HEISS). THIS MESSAGE REPORTED ON MEETING BETWEEN MEMBERS OF COMMERICAL OFFICE STAFF AND OFFICIALS OF MOSCOW INTERNATIONAL TRADE CENTER.

2. DURING DISCUSSION OF NEW EXHIBITION COMPLEX, COMMERCIAL ATTACHE ASKED L.V. IVANOV, DEPUTY DIRECTOR GENERAL OF INTERNAIONAL TRADE CENTER, WHETHER FOREIGN FIRMS WHICH PARTICIPATE IN CONSTRUCTION OF PAVILIONS WOULD HAVE SOME SORT OF ROLE IN MANAGEMENT OF THESE PAVILIONS. IVANOV REACTED RATHER SHARPLY TO THIS SUGGESTION AND INSISTED THAT USSR CHAMBER OF COMMERCE AND INDUSTRY, TO WHICH THE "DIREKTSIYA" OF THE INTERNATIONAL TRADE CENTER IS SUBORDINATED, WILL HAVE FULL RESPONSIBILITY FOR MANAGEMENT OF NEW EXHIBITION COMPLEX. FOREIGN ORGANIZATIONS, SUCH AS GLAHE, WILL HAVE RIGHT TO USTHE SPACE IN THE PAVILIONS WHICH THEY CONSTRUCT. ALTHOUGH IVANOV DID NOT GO INTO THE FINANCIAL ARRANGEMENTS INVOLVED, WE UNDERSATND THAT GLAHE AND OTHER ORGANIZATIONS WHICH PLAN TO CONSTRUCT PAVILIONS AT NEW EXHIBITION COMPLES WILL RECOUP THEIR INVESTMENT

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THOUGH FREE USE OF THE EXHIBITION SPACE DURING A FIXED NUMBER

OF EXHIBITIONS.

3. COMMATT ASKED IVANOV WHETHER THIS ARRANGEMENT WOULD NOT WORK AGAINST U.S. FIRMS INTERESTED IN PARTICIPATION IN SOVIET EXHIBITIONS, ASSUMING THAT ARRANGEMENT FOR CONSTRUCTION OF "U.S." PAVILION WAS NOT REACHED. IVANOV AGREED THAT THIS POSSIBILITY EXISTED, BUT HE POINTED OUT THAT GLAHE IS WORKING MORE WITH U.S. FIRMS THAT WITH FRG FIRMS AT PRESENT.

4. ON BASIS OF THIS INFORMATION, IT WOULD APPEAR THAT FOREIGN ORGANIZATIONS WILL HAVE WHAT AMOUNTS TO RIGHT OF FIRST REFUSAL ON SPACE IN PAVILIONS WHICH THEY CONSTRUCT AT NEW EXHIBITION COMPLEX. UNDER CIRCUMSTANCES, THESE ORGANIZATIONS WILL CLEARLY HAVE INTEREST IN MAXIMUM UTILIZATION OF SPACE IN "THEIR" PAVILIONS SINCE THIS WILL PRESUMABLY ENSURE THAT THEY RECOUP THEIR INVESTMENTS. IT IS OF INTEREST THAT THUS FAR NO PLANS HAVE BEEN ANNOUNCED FOR CONSTRUCTION OF "SOVIET" PAVILIONS AT NEW EXHIBITION COMPLEX. IVANOV DID NOT MENTION THIS POSSIBILITY DURING MAY 15 DISCUSSION. PRESUMABLY, SOVIETS WILL TAKE SPACE IN ONE OF THE OTHER PAVILIONS.

5. ACCORDINGLY, POSSIBILITY THAT U.S. FIRMS WILL BE IN RELATIVELY UNFAVORABLE POSITION IN MATTER OF SPACE ALLOCATION AT NEW EXHIBITION CENTER CANNOT BE EXCLUDED. HOWEVER, FACT THAT NEITHER UK, FRENCH NOR ITALIANS HAVE YET SIGNED UP TO BUILD PAVILION (AND APPARENTLY HAVE NO PLANS TO DO SO) MEANS THAT WE WILL BE IN GOOD COMPANY.

6. COMMOFF WOULD APPRECIATE BEWT/USSR'S ASSISTANCE IN PASSING REQUEST TO SCHEMAN OF PORTER INTERNATIONAL THAT HE CONTACT US (TEL: 255-48-48) AS SOON AS POSSIBLE AFTER HIS ARRIVAL IN MOSCOW.  
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